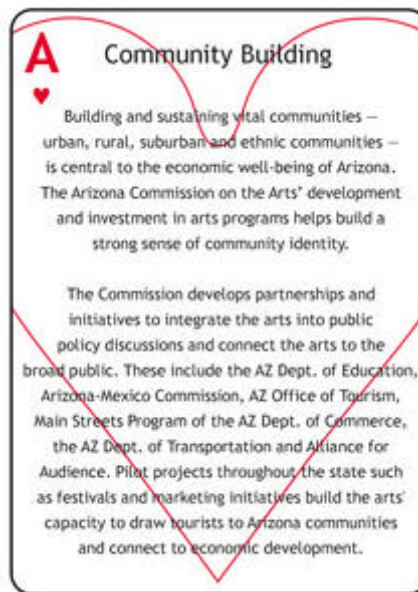


Arizona Commission on the Arts State and Local Partnerships



Division in Review



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The State and Local Partnerships Division works with state, regional, and local entities to conceptualize, research, design and implement programs for organizations and individuals that have a long-term impact in underserved, urban, rural and emerging communities; and to develop programs and resources that impact the work of the local arts agencies around the state. The Division manages the Commission's cultural tourism, economic development, and international initiatives.

Programs and Service Areas

Cultural Tourism and Economic Development

Cultural tourism is the subset of tourism focused on a destination's culture, especially its arts. It includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism to rural areas for outdoor festivals, the houses of famous writers & artists, sculpture parks, and landscapes made famous in literature.

Economic Development is the process of developing and maintaining suitable economic, social and political environments, in which balanced growth may be realized, increasing the wealth and improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.

CultureFest

CultureFest is a national program developed by *Smithsonian* magazine to highlight the unique arts and culture of a destination. It brings renowned experts from the Smithsonian Institution to represent their diverse areas of research and collections to a participating community, through a variety of events including performances, lectures, demonstrations and discussions over an extended weekend.

Over the past 32 years, *Smithsonian* magazine has grown to reach 7.4 million affluent and educated readers who have a strong interest in culture. Every issue is a cultural journey covering the arts, science, history and travel.

CultureFest came to the Phoenix/Scottsdale area in 2004; for its 2006 return, the program moved beyond the Valley and Scottsdale to showcase other parts of our state. In a collaborative venture, the Arizona Commission on the Arts and the Arizona Office of Tourism extended the reach of CultureFest programs to two rural communities in northern Arizona: Flagstaff and Prescott.

The Commission contributed technical assistance, program administration and a grant of \$10,000 to each community; the funds were allocated for artist fees, marketing and evaluation costs.

Prescott's programming included cowboy poetry, gallery walks, art car parades and art exhibitions, including work by the Cowboy Artists of America. Flagstaff activities were set to the theme of *Celebrating the Night Sky* with performances, exhibitions and storytelling events relating to the northern night skies and associated myths and legends. Each community had attendance from local community members to cultural tourists, including members of *Smithsonian* magazine.

Arizona Council for Enhancing Recreation and Tourism

The Arizona Commission on the Arts partners with the Arizona Office of Tourism and is a member of the Arizona Council for Enhancing Recreation and Tourism (ACERT); a program of ACERT is the Rural Community Assessment Program. It is designed to provide a comprehensive tourism and recreation assessment that includes short and long-term goals to enhance and promote local and regional recreation, and culture and heritage tourism opportunities.

This past year, the ACERT team worked with the Town of Camp Verde, a small community located between Flagstaff and Phoenix. Through this assessment, the Town was given recommendations on how to build their visibility in the tourism market. The Arizona Commission on the Arts contributed to their report by holding focus groups with community leaders on the organizational strength of the town's destination marketing organization. Through conversations and interviews, it was discovered the community was under utilizing its cultural resources. Collaboration and partnership, with museums, parks and arts and cultural groups could help pave the way for successful events and attractions. It was recommended the Chamber of Commerce work with the Commission's Consultants Services program to facilitate a meeting between government, arts and cultural groups, social services and tourism-related organizations, to further this conversation.

The Commission will continue to serve on ACERT and will be on the selection review committee for the next community to participate in the Rural Community Assessment Program.

Governor's Rural Economic Development Conference and the State Historic Preservation Conference

The Arizona Commission on the Arts participates as a speaker and a facilitator for both the Governor's Rural Development Conference and the State Historic Preservation Conference.

In 2006 and 2007, the Commission presented the sessions *Catalytic Endeavors: Arts and Culture Responding and Enhancing Rural Economic Development* I and II at the Rural Development Conference. It asked how do communities have successful cultural amenities that are both economic engines and generally enhance quality of life. Often a few individuals from the private or nonprofit sectors lead these projects. Four case studies of catalytic endeavors in rural communities illuminated how we can foster meaningful activities in our own communities. It included panels made up of representatives from city government, art non-profits and civic leaders. The second installation included communities including public art as a component to create civic engagement within their community. It also had a component of "Public Art 101" as an introduction to participants unfamiliar with the processes of creating public art for communities.

For the 2007 State Historic Preservation Conference, the Commission presented *The Arts Linking Communities*. It discussed how the arts play a pivotal role in quality of life issues, developing tourism and working to restore our past. The panel discussed how public art, arts events and historic preservation are shaping Arizona communities.

Being present at these two conferences and planning committees allows the Arts Commission to be at the table amongst other state agencies like the Department of Commerce, State Parks, Department of Transportation and the Arizona Office of Tourism.

Emerging Leaders

Emerging Leaders are early-career arts and culture administrators looking to expand their professional network and improve their job-related skills.

The Arizona Commission on the Arts is currently working to move the Emerging Leaders initiative forward in Arizona and created Emerging Leaders AZ.

Emerging Leaders are: passionate in the service of their organizations; energized by the process of learning their business and craft; supportive of their peers; searching for collaboration, cooperation and education opportunities; taking the lead to make Arizona's arts and culture organizations inclusive, innovative and well-respected.

The Commission created several opportunities for emerging leaders to engage in professional development, networking and social activities. Those activities have ranged from specific sessions at the Southwest Arts Conference to networking functions offered by arts and cultural organizations around the state. A big success for emerging leaders was the 2006 Creative Conversation, hosted in conjunction with Arizona Citizens for the Arts and Americans for the Arts. The theme of this event was "Do YOU Show Up?", a forum for participants to talk about their organization and its activities, and learn the same about other organizations that might be outside of their own arts experience. A presentation from Alliance for Audience, a local arts and culture marketing organization, set a motivating tone for the evening. Alliance for Audience hosts Showup.com, a comprehensive website that showcases Arizona organizations and activities in all disciplines of the arts and culture field. The 50 Creative Conversation participants received tickets to a performance by internationally acclaimed Sankai Juku, compliments of Arizona State University. The night ended with an exciting raffle that included Phoenix Symphony tickets, passes to the Phoenix Art Museum and a pair of tickets to any show on the 2006-2007 Broadway in Arizona series.

The Commission continues to plan, budget and execute these kinds of opportunities and will host its fourth Creative Conversation in October of 2007.

Arizona is well represented nationally with the national Emerging Leaders program through Americans for the Arts. In 2006, Mitch Menchaca from the Commission was elected to the national Emerging Leaders Council in 2007, Teniqua Broughton, a constituent, panelist and colleague of the Commission was elected to serve as a representative from Arizona.

Festivals

Festivals can share traditions, celebrations, and can create vibrant opportunities for communities. Often festivals will be points of entry for a person's first experience with the arts. Festivals can include music, dance, art, food and traditional demonstrations, which are shared for preservation, celebration and personal reasons.

Festivals are a priority for both the Commission and Arizona's Governor Janet Napolitano. They are ways to share cultural offerings, bring communities together, and can serve as first entry points into the arts. Festivals act as cultural tourism destinations and are widely successful in the state of Arizona.

In 2006 and 2007, the Arizona Commission on the Arts partnered with the Phoenix Office of Arts and Culture to hold a workshop with festival presenters around the state. This gathering asked festival presenters their ideas on how to make a stronger connection to the field as arts presenters, their overall thoughts on what festivals meant to them and the field, what the Commission and the Office of Arts and Culture could do to be helpful and what were resources for the field that were not currently addressed.

Through this meeting, the Commission has recognized that the current grant program is out-dated. In the next fiscal year, we will roll out new guidelines, funding eligibilities and more professional development opportunities for this vibrant component of the cultural landscape in Arizona. The Commission and the Arizona Office of Tourism are in communication on how to possibly market these festivals as a matter of cultural tourism; through web marketing, bulletins and/or information made available at the Office of Tourism's visitor centers.

Folk Arts

Folk Art is defined as artistic and cultural traditions shared by a group and maintained over time. Folk groups can be defined by a wide variety of factors such as occupation, recreation, religion, ethnicity, or geography. When folklorists study a folk group, they explore the group's customs, beliefs, technical skills, handicrafts, arts, rituals, and oral traditions. However, people often think of folk arts as something "other" people have, without realizing most of us participate in several folk groups during an ordinary day. Whenever we join a club or play on a team, for instance, we partake in recreational folk arts. Similarly, family and community folk arts influence the way we celebrate holidays and birthdays.

The Folk Arts Apprenticeship Program is a program that supports master folk artists and apprentices working and studying together. It is a collaborative program between the Arizona Commission on the Arts and the Southwest Center at the University of Arizona. This program is made possible by a grant from the National Endowment for the Arts.

The Arizona Folk Arts Apprenticeship Program seeks to honor and maintain the traditional folk arts practiced in Arizona by contracting with master folk artists to further educate their art forms to dedicated apprentices.

The intent of this program is to support the learning of the artform itself to continue its practice in the same cultural context in which the master practices. In addition, there is an expectation that the apprentice him/herself will continue to pass on the artform learned from the master, by teaching others or sharing with others in the community the artform in an ongoing fashion.

Through this program, seven pairs of masters and apprentices were selected from all over the state. Projects included: Taiko drumming, Native American beadwork, Mexican folk dancing, Mexican guitar, and storytelling.

These projects were juried by a panel of folklorists, arts professionals and other individuals with relevant experience. Applicants are judged on cultural significance, excellence of the master, excellence of the apprentice and their work plan.

International Arts Program

The Arizona Commission on the Arts International Program provides artists, arts organizations and arts professionals with opportunities to participate in cultural and artistic international exchanges. This program ensures representation of Arizona artists and arts professionals, from a variety of disciplines, at major festivals, conferences and exhibitions and exposes residents in Arizona communities to international artists visiting the state.

Grants

The Commission's International Arts Program offers two small grant opportunities: Arizona Mexico Initiative and International Professional Development. Through these programs, Arizona artists and arts organization have participated in cross-cultural exchanges and learning opportunities. Such activities have included sending the Arizona Japanese Taiko drumming group Fushico Daiko to Japan to study with master teachers. Through an Arizona Mexico Initiative grant, the Cultural Council of Yuma presented acclaimed Mexican artist Martha. Her work has been recognize throughout more than 200 individual exhibitions and several hundreds of collective exhibitions made in Mexico, Europe and diverse countries of Central America, South America and the Caribbean. This event received media attention and notice from the Consulate General of Mexico in Phoenix, Carlos Flores Viscarra, who would present Martha's work in Phoenix later in the year.

Arizona Mexico Commission

The Arizona-Mexico Commission (AMC), a premiere cross-border organization, champions Arizona's relationship with Mexico and provides leadership that improves the region and delivers opportunities, services and initiatives for business and personal growth. Chaired by the Governor of Arizona, the AMC is a public/private, results-oriented, membership-driven, 501 (c) (4) non-profit organization that formulates programs and action items that impact the Arizona-Mexico relationship.

The Art and Culture Committee of the Arizona Mexico Commission is for individuals, institutions and companies involved in the development, promotion, and exchange of arts and cultural activities and services in the Arizona/Sonora region.

In May of 2006, Commission staff Robert Booker, Executive Director and Mitch Menchaca, Director of State and Local Partnerships were commissioned and authorized by Governor Napolitano to be members of the Arizona-Mexico Commission: Booker serves as co-chair of the Art and Culture Committee and Menchaca serves as a delegate.

With this partnership in conjunction with the Arizona-Mexico Commission and the Instituto Sonorense de Cultural, the Arts Commission coordinated a Border Arts and Culture Gathering in Nogales, Sonora, Mexico. This gathering focused on identifying cultural exchanges between Sonora and Arizona with those involved in the arts from universities and communities on the border. Participants included arts administrators and artists from both sides of the border. In 2007, the Commission held a similar workshop for teachers in Nogales, Arizona to exchange best practices in arts learning from both sides of the border, to enhance teachers' ability to use artists in their classrooms in Arizona and Sonora, Mexico. This workshop included participants from both Arizona and Sonora and representatives from the Instituto Sonorense de Cultura, including their Director General Dr. Fernando Tapia who will adapt the curriculum created by the Arizona Commission on the Arts into Spanish for use by his staff, teachers and artists in Sonora.

Due to the partnership the Arizona Commission has with the Arizona Mexico Commission Robert Booker and Mitch Menchaca were invited to participate in a Bi-National Meeting of Border States and Regions in New York City. This gathering of representatives from U.S. regional arts organizations and southern border states and counterparts from the northern border states of Mexico and the northeast and northwest regions was hosted by Arts Presenters, the National Endowment for the Arts, the U.S. Mexico Foundation for Culture, the U.S. Embassy in Mexico and the Consejo Nacional para la Cultura y las Artes (CONACULTA) - in an effort to further cultural exchanges and seed new bi-national projects in arts and culture.

Local Arts Agencies (LAA)

A local arts agency is a private community organization or local government agency that supports cultural organizations, provides services to artists or arts organizations, and/or presents arts programming to the public. LAAs endeavor to make the arts part of the daily fabric of community living. Each LAA is unique to the community that it serves, and each changes as fast as its community changes. However, all seek to serve the diverse art forms in their community and make them accessible to every community member.

The Arizona Commission on the Arts dedicated to fostering the work of local arts agencies around the state, through grants, technical assistance and special initiatives. LAAs in Arizona range from small, all volunteer organizations to members of the United State Urban Arts Federation.

Community Cultural Inventory and Cultural Plans

The Commission has witnessed the formation of five local arts agencies in the past two years and has acted as a soundboard, consultant and funder to these startup organizations.

The Community Cultural Inventory (CCI) is a tool to help towns, cities and counties gather information about cultural resources that are currently available in the community and about future opportunities. Trained consultants work with community leaders to determine the most effective plan in each individual case. Previous CCIs have collected information through surveys and/or public meetings with artists, arts organizations, government officials, business leaders, educators and other interested citizens. At the end of the project, the consultant produces a detailed written report that summarizes the information collected and provides recommendations for next steps. CCIs throughout Arizona have been the catalyst to create a community cultural plan or an effective local arts agency. Any government entity or non-profit organization that is prepared to lead the CCI process may apply to the Commission for support.

The Arts Council of the North Valley, located in Anthem, is a local arts agency serving what once was a master planned community. Through a Community Cultural Inventory, they have discovered what their community was asking for in terms of programming which helped create the Council's first strategic plan.

Through technical assistance and operating support funds, the Commission helped two large regional local arts council s develop, plan and execute large-scale cultural plans: the West Valley Arts Council, which encompasses seven municipalities in the western Maricopa County area and the Tucson Pima Arts Council, a local arts agency that serves the entire Pima County region.

Local Arts Agency Gatherings

At the annual Southwest Arts Conference, the Commission holds a special meeting with the local arts agencies. In 2007, the annual meeting helped them become a more connected field. Through these gatherings, new programming ideas, listening sessions and ideas for change in the future are discussed. The LAAs act as connectors in their communities for the Commission; for example, Poetry Out Loud will be a statewide initiative and through marketing efforts with the LAAs, will reach schools in areas we have been unable to before.

Advocacy

At all presentations with the Local Arts Agencies, the Arizona Commission advocates for arts advocacy. Arizona Citizens for the Arts brochures are always distributed at meetings, events and workshops, as well as the Key Messages information provided by Arizona Action for the Arts. The information provided to us from Arizona Citizens for the Arts, Arizona Alliance for Arts Education and Americans for the Arts has been re-printed in the Arts Commission's publications for Local Arts Agencies.

Tribal Museums

Museums, according to the American Association of Museums (AAM), are more than places telling compelling stories, they are trusted sources of knowledge and inspiration, safe places for the exploration of ideas and experiences, vital partners in our communities, economic engines, sources of civic pride and accomplishment and catalysts for social change and partners in a knowledge economy. Tribes create cultural centers to preserve their heritage and to present their customs and traditions to visitors.

The Commission has funded over a dozen Tribal Museums over the years, with General Operating Support funds, project and professional development grants. Both Commission has sent tribal museum staff members to the National Native Arts Conference a biennial conference that was last held in Washington DC. Both Commission staff and members of Arizona Native American organizations participated as presenters and moderators.

Currently, five tribal museums participate in our programs and services. We are working with the several partners, including the Heard Museum, to prepare a Tribal Museum workshop to convene such institutions, create, and provide relevant programs.

As a member of the Museum Association of Arizona, the Central Arizona Museum Association and the Tucson Association of Museums, the Commission has created and maintained working relationships with museums, cultural centers and museum service organizations.

The Commission has partnered with the Arizona Humanities Council on their Smithsonian project *Between Fences*, which explores the American history of this everyday icon, conveying information about the people who built it, how they view and use their land, and the nature of their relations with their neighbors. Arizona's host sites will highlight physical and cultural fences related to western ranching, Native American reservations, and the country's border with Mexico, among other topics. This opportunity was created for rural communities to increase awareness of their institution and welcome social ideas, in a manner easy to comprehend. The Commission has made funding available to *Between Fences* hosts to help create art experiences to infuse the idea that the arts play a pivotal role in civic engagement and social change.

Grants and Funding Opportunities

Arts Link to Tourism and the Economy

The Arts Link to Tourism and the Economy (ALTE) program aims to support projects that promote a community's artistic resources through economic development and cultural tourism strategies. The Commission plans to award up to 6 grants of up to \$10,000 each to ethnic-run or rural art organizations or tribal communities for projects. Collaborative projects between rural economic development or tourism organizations, ethnic arts organizations, rural arts organizations and/or tribal communities in Arizona are especially encouraged.

Consultants Services Program and Grants

Available year-round, Consultant Services Grants connect Arizona's non-profit arts organizations with peer professionals in the field. The Commission maintains a roster of more than 30 trained consultants, called the Peer Consultant Roster, with specialties in areas such as organizational assessment, facilitation, board development, planning, marketing, understanding participation, accessibility, arts education program planning and assessment, and more.

Festival Project Grants

Project Grants assist all types of organizations with providing quality arts programming to their community. Project Grants are awarded, in general, to assist with the costs of connecting artists (or their artistic work) with the community. These arts experiences are what create public value of the arts and the rationale for the investment of public funds.

Organizations are required to match these costs as well as provide their own funding for staff, marketing, administration and the other expenses required to produce the activities.

General Operating Support

General Operating Support (GOS) Grants assist arts organizations with administrative and/or artistic expenses. General Operating Support Grants are available to all sizes of arts organizations, local arts agencies and tribal museums whose primary mission is to produce, present or serve the arts. These organizations may use these funds for general operating expenses (frequently the most difficult type of grant to obtain) as well as leverage for other funding.

Other Partnerships

State and Local Partnerships staff has served on numerous grant panels, conference sessions, workshops and planning committees. Such activities and partners have included grant panels for the Kentucky Arts Council, conference sessions at the 2006 and 2007 Americans for the Arts conventions, serving as a peer group leader for the Western States Arts Federation (WESTAF) and working with many other agencies not listed.

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